FirstSpirit
Training Program

Qualified employees are the capital of successful companies and a central factor for optimal web project implementation. The e-Spirit training program provides your development team, administrators, editors, project managers and trainers with the knowledge they require to implement content management projects with FirstSpirit – with pinpoint accuracy, competence and efficiency.

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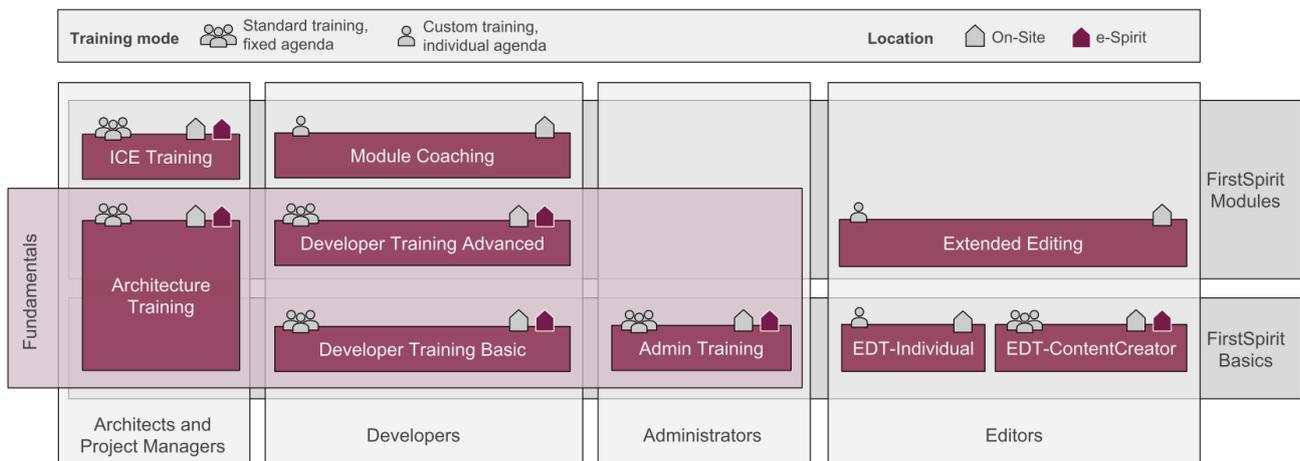
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Content

Training Courses Overview

| Training mode | ⚇ Standard training, fixed agenda | ⚆ Custom training, individual agenda | | Location | ⌂ On-Site | ⬟ e-Spirit |

ICE Training · **Module Coaching** · **Developer Training Advanced** · **Architecture Training** · **Extended Editing** · **Developer Training Basic** · **Admin Training** · **EDT-Individual** · **EDT-ContentCreator**

Fundamentals · *FirstSpirit Modules* · *FirstSpirit Basics*

Architects and Project Managers · *Developers* · *Administrators* · *Editors*

Practical – individual – flexible
The FirstSpirit training courses cover all project scenarios and topics dealing with every aspect of implementation and use of our software. They follow the modular structure of our solution and alongside basic and advanced qualifications, we also offer training for the various modules.

Project-independent basic training
These courses convey how to create FirstSpirit projects and how to purposefully use FirstSpirit CMS. All include practical examples and exercises.

Individual coaching
During various project phases, training in the customer specific scenario complements the basic training by providing additional project relevant knowledge.

Small groups
With a maximum of six (developer courses) to ten (editor courses) participants, our experienced trainers can easily cater to each participant individually.

On-site / Off-site
Depending on their type, training courses are held either on-site at the customer's location or at our training center in Dortmund or Lexington. For some training courses we offer both options.

Open training
e-Spirit offers open training courses dealing with FirstSpirit fundamentals on a regular basis for partners and customers in Dortmund, Germany.

FirstSpirit Fundamentals

These four training courses provide fundamental knowledge for various target groups and enable them to purposefully implement FirstSpirit projects. All e-Spirit partners with a status of "e-Spirit Certified Partner" or above have attended them.

- Architecture Training (Page 6)
- DTB: Developer Training Basic (Page 7)
- DTA: Developer Training Advanced (Page 8)
- Admin Workshop (Page 10)

Certification

Participants in the e-Spirit training programs acquire comprehensive knowledge on the use of FirstSpirit, which enables them to deliver high quality projects.
We acknowledge this skill with a certificate.

For companies who would like to qualify as "e-Spirit Certified Partner" or above, participation in the FirstSpirit Fundamentals training courses is mandatory.

Participation

If you have any questions regarding our training courses, the requirements and contents or you need an individual proposal for our on-site course rates, please contact us – we will be pleased to help you.

Participation in our open standard training in Germany can be scheduled online. All upcoming dates can be found here:

http://www.e-spirit.com/training

Pricing information

All rates mentioned exclude VAT and (for on-site courses) travel expenses. e-Spirit partners receive a discount according to their partner level.

Architects and Project Managers

Intelligent Content Engine Training (ICE-T)

The FirstSpirit Intelligent Content Engine (ICE) is the new AI-based e-Spirit Personalization Platform. In this training workshop you will learn how to use and drive value with FirstSpirit ICE.

This training offers an introduction to the basic functionalities of ICE including exercises and hands-on based on an e-Commerce Demo-Project. You will learn how to create and deliver content dynamically for specific audiences and how to configure and analyze A/B tests.

The ICE training is bookable for individual participants as an open course at the e-Spirit headquarters or as customizable on-site training on the partner's or customer's premises.

Prerequisites

Participants should have basic knowledge about online marketing and website structure.

Contents

- Definition and motivation of ICE
- ICE prerequisites
- ICE basics
    - Standard workflow
    - Site personalization
    - Messaging
    - Custom actions
    - Testing methods
    - Recommendation strategies
    - Dynamic links, ads and landing pages
    - E-Mail functionalities
    - 3rd party integrations
- ICE best practices
    - Managing projects with ICE
    - Best practices for A/B test
    - Use cases prioritization

Duration: 2 days

Rates: €1,200 / $1,200 per person*

see Pricing information (page 4)

Architecture Training

This workshop deals with the architecture of FirstSpirit and conveys how to use it optimally in projects.

The training is bookable for individual participants as an open course at the e-Spirit headquarters or as on-site training on the partner's or customer's premises.

Contents

- The basic architecture of FirstSpirit
- Functional overview of FirstSpirit SiteArchitect and ContentCreator
- Features and interfaces of the FirstSpirit server
- Separation of content (text, media, data sources), structure and layout
- The pre-generating approach of FirstSpirit
- Integration of databases and applications
- Optional standard modules from e-Spirit and our technology partners
- Security and authorization concepts of FirstSpirit
- Server and project scaling
- Server sizing
- Multisite Management: Means for content distribution using FirstSpirit
- Standard project management approach

Duration: 2 days

Rates: €1,200 / $1,200 per person*

see Pricing information (page 4)

Developers

Developer Training Basic (DTB)

The basic training is aimed at customers and partners who want to develop their own projects with FirstSpirit. It teaches all the basic principles of template development with the objective of creating a complete demo project.

Note: this course does not cover operational topics such as installing and configuring a FirstSpirit server. This is covered by the "Admin Workshop".

This training is bookable for individual participants as open course at e-Spirit. Alternatively it is also offered as on-site training.

Prerequisites

Participants need general knowledge in the following areas: HTML, CSS, scripting languages (e.g. JavaScript). Knowledge of OOP and relational databases is recommended.

Contents

- Basics of architecture and project management in FirstSpirit
- Components and structure of the SiteArchitect
- Features of the ContentCreator
- Working with the online documentation of FirstSpirit (ODFS)
- Template-types: page-, section-, format-, link- and table templates
- Definition of forms with input components
- Output of editorial content
- Using template-syntax for conditions, loops and formatting
- Creating dynamic, rule-based forms to optimize the editorial process and validate user based input
- Managing global content for re-use and configuration purposes
- Relational databases for managing and rendering strictly structured content
- Header functions for database queries and navigation
- Template-syntax needed for ContentCreator functionality
- Basics of FirstSpirit-Workflows
- Using usability features correctly

Duration: 4 days

Rates: €2,000 / $2,000 per person*

see Pricing information (page 4)

Developer Training Advanced (DTA)

FirstSpirit can be easily extended using its JAVA API. The Advanced Training teaches the basics of developing FirstSpirit modules (FSMs). It complements the Developer Training Basic and addresses experienced FirstSpirit developers.

This training is bookable for individual participants as open course at e-Spirit. Alternatively it is also offered as on-site training.

Prerequisites

- Attendance of a Developer Training Basic
- Java programming skills
- Experience using an IDE (e.g. IntelliJ or Eclipse)

Contents

- Options for extending FirstSpirit
- Introduction to the FirstSpirit API
- The FirstSpirit object model: reading, changing and creating objects
- Using the beanshell console, developing scripts in the editor
- Module development within the IDE
- Deepening FirstSpirit API the knowledge by creating an extensive example
- Debugging of modules
- Types of module components: ServerService, ProjectApp, Executable, ValueService, PermanentPlugin, ClientService
- Structure and creation of FSMs
- Various approaches to invoke module functionality
- Using renderscripts
- ContentCreator JavaScript API
- Implementing Drag&Drop

Duration: 3 days

Rates: €1,800 / $1,800 per person*

see Pricing information (page 4)

FirstSpirit Module Coaching

e-Spirit coaching for FirstSpirit modules is always based on specific customer projects. This way we can address the project-specific needs and specifically train the developers. During the training we teach how modules are optimally integrated into the FirstSpirit system environment and project context.

Following our "best of breed" approach we frequently integrate solutions and products of leading technology partners into FirstSpirit. Therefore, we offer product extensions and project solutions from both e-Spirit and our integration partners. Our partners provide the relevant training courses and coaching for their FirstSpirit modules on our behalf.

You can find an overview of existing FirstSpirit extensions on our marketplace page: *http://www.e-Spirit.com/en/marketplace*. Please contact us for an individual module training course proposal.

Our trainers will discuss your requirements in advance and set up the seminar agenda accordingly.

Administrators

Admin Workshop

This on-site workshop provides the basics for effective and successful installation and administration of FirstSpirit in your own IT environment.

Prerequisites

- Attendance of a Developer Training Basic
- Java programming skills
- Experience using an IDE (e.g. IntelliJ or Eclipse)

Contents

- FirstSpirit concepts and architecture
- Installation, configuration and test of the FirstSpirit server
- Introduction into the WebMonitor tool
- Initial project setup and import
- Configuring FirstSpirit projects
- Management of roles and permissions:
  Creating users and groups, assigning users to projects
- Permission management using the FirstSpirit client
- Connecting external database systems
- Integration of external user management via LDAP
- Using external monitoring tools
- Configuring and testing deployments

Duration: One day

Rates: €550 / $550 per person*

see Pricing information (page 4)

Editors

During editor training courses, employees responsible for content maintenance are prepared for their daily work with FirstSpirit. Each FirstSpirit training course for editors is tailored to the specific customer project implementation. To ensure a productive learning atmosphere, editor courses are limited to ten participants each.

Editor Training Individual

The basic training is designed as "learning on the job" – inside the actual customer project, editors practice the tasks they will later perform independently. Under these real conditions they learn how to accomplish their future everyday work.

Contents (may vary based on project implementation)

- FirstSpirit concepts and architecture
- Meaning of the various object stores : pagestore, mediastore, sitestore, contentstore
- Explanation of the available controls, menu levels, page references
- The FirstSpirit start page
- Working with the page preview
- Creating new sections and content
- Creating and using media objects
- Defining the navigation structure
- Using workflows based on objects and task lists
- Content search options
- Assigning permissions for objects
- Tips and tricks

Duration: ½ to 2 days
                    depending on the type of project and required training scope

Rates: Project dependent

Extended Editing

For users who conveniently manage their multimedia content, newsletter or e-mail marketing campaigns, multi-lingual websites or social media platforms using FirstSpirit modules, we offer advanced editor training courses which can be booked in addition to the editor training.

FirstSpirit VideoManagement for Editors

Working with the FirstSpirit editing interface to manage and edit videos and integrate them on a website as video streams using the seamless integration of the movingimage VideoManager.

FirstSpirit EmailMarketing for Editors

Creating marketing campaigns, mailings and newsletters in FirstSpirit and sending, personalizing and efficiently evaluating them directly from the CMS.

FirstSpirit TranslationConnect for Editors

Export content from FirstSpirit projects in a structured form for a translation process and re-import translations while retaining all format requirements.

FirstSpirit SocialWeb for Editors

Providing and managing social media functions such as ratings, recommendations and comments on your website.